6832079 Ver# 1Mod# 0 Status Confirmed Traffic Order# 104401

Rep Order# EC'd Yes

Last Received: **Printed:** 07/18/2012 10:25 AM 07/12/2012 4:04 PM

Showing Buylines: All Lines

Phone# Buyer Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE Estimate# NEIL WILLIAMS Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates 09/19/2012 - 09/25/2012 Hiatus Weeks Rep Firm Sales Office (Salesperson (Salesperson FAX# Salesperson Phone#

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- CONTRACT COMMENT -

Fax#

) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845

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\$200.00	\$200.00	\$550.00	\$550.00	\$550.00	\$550.00	\$450.00	\$450.00	\$185.00	\$185.00	I 됐 I 한 I 다 I 면
09/19-09/21	09/24-09/25	09/25-09/25	09/24-09/24	09/20-09/21	09/19-09/19	09/19-09/21	09/24-09/25	09/24-09/25	09/19-09/21	Dattes
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\$600.00	\$400.00	\$1,100.00	\$550.00	\$1,100.00	\$1,100.00	\$1,350.00	\$900.00	\$370.00	\$555.00	Total Cost
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Buyline Comment: TODAY II

1 of 9

	Rep Order# EC'd Yes
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	Status Confirmed
Showing Buylines: All Lines	Traffic Order# 104401 Last Received
All Lines	Printed: 07/18/2012 10:25 AM Last Received: 07/12/2012 4:04 PM

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H Fax# Phone# Buyer Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE Estimate# 20 21 19 18 17 ا ا 15 14 13 12 片 片 **NEIL WILLIAMS** M-IU N-TU M-F M-TU UT-M $\mathbf{W} - \mathbf{F}$ ₩I MITU 된 --Day 된 -F M-TU Buyline Comment: DRS Buyline Comment: DAYS Buyline Comment: DAYS Buyline Comment: AGENDA Buyline Comment: AGENDA Buyline Comment: NEWS Buyline Comment: RR Buyline Comment: RR Buyline Comment: TODAY III Buyline Comment: NEWS Buyline Comment: TODAY III 1P-2P Time 2P-3P 1P-2P 1230P-1P 1230P-1P 12P-1230P 12P-1230P 11A-12P 10A-11A 10A-11A 11A-12P Program Agency C/P1/P2/E
Flight Dates
Hiatus Weeks Agency) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 :30 Len :30 : 30 :30 :30 :30 :30 : 30 : 30 :30 :30 09/19/2012 - 09/25/2012 \$275.00 Rate \$175.00 \$275.00 \$275.00 \$200.00 \$275.00 \$200.00 \$200.00 \$200.00 \$200.00 \$200.00 09/24-09/25 09/19-09/21 09/24-09/25 09/19-09/21 09/24-09/25 09/24-09/25 09/19-09/21 09/24-09/25 09/19-09/21 09/24-09/25 Dates 09/19-09/21 N N ω ω N N ω ω N N Spots/Week Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# # 0.fs نہرا \vdash μ Н \vdash Weeks) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 N ω Total Spots N ω N 2 ω ω N N ω \$350.00 \$550.00 \$825.00 \$600.00 \$400.00 \$550.00 \$825.00 \$600.00 \$400.00 \$400.00 \$600.00 Total Cost

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Rep Order# EC'd Yes Fax# Buyer Advertiser Station Phone# Product Estimate# 32 31 30 29 28 27 20 25 24 23 22 Ľμ KSNV-TV LAS VEGAS, NV.
ser () HELLER FOR SENATE
HELLER FOR SENATE **NEIL WILLIAMS** M-EM-TU DII-M 된 기 円 6832 M-TU 区 | 円 М-Н 赵 | |円 UT-M 된 - F Day DI-M Buyline Comment: NEWS Buyline Comment: JEP Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: PHIL Buyline Comment: DRS Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: PHIL Time 630P-7P 5P-630P 5P-630P 430P-5P 430P-5P 4P-430P 3P-4P 630P-7P 4P-430P 3P-4P 2P-3P Program Agency C/P1/P2/E Hiatus Weeks Flight Dates Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 :30 Len :30 :30 :30 :30 : 30 : 30 :30 :30 :30 :30 09/19/2012 - 09/25/2012 \$725.00 \$725.00 \$725.00 \$725.00 \$450.00 \$450.00 \$350.00 \$300.00 \$175.00 \$350.00 \$300.00 Rate Showing Buylines: All Lines 09/24-09/25 09/19-09/21 09/24-09/25 09/19-09/21 09/19-09/21 09/19-09/21 09/19-09/21 09/24-09/25 09/24-09/25 09/24-09/25 09/19-09/21 Dates N ω o, μ. N W ω N N ω Spots/Week Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# Rep Firm 07/18/2012 10:25 AM 4:04 PM # of Н μ. Weeks) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 N g ıÞ. N w ω N ω Tota1 Spots \$1,450.00 \$4,350.00 \$1,350.00 Total Cost \$2,175.00 \$2,900.00 \$900.00 \$1,050.00 \$700.00 \$600.00 \$900.00 \$525.00

Buyline Comment: JEP

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Ľ Phone# Fax# Buyer Estimate# Station KSNV-TV LAS VEGAS, NV. Advertiser () HELLER FOR SENATE Product ω S 3 42 41 40 ω 9 ₩ 8 37 ŝ ω 4 ω F NEIL WILLIAMS HELLER FOR SENATE DT-M Day SA SA UT-M W-E TH Z DI-M ¥-F ₩ H SA-SU Buyline Comment: Buyline Comment: WHEEL Buyline Comment: NEWS Buyline Comment: NEWS Buyline Comment: Buyline Comment: Buyline Comment: FACE Buyline Comment: WHEEL Buyline Comment: SAT TODAY Buyline Comment: Buyline Comment: 1135P-1235A 6A-7A 11P-1135P 1135P-1235A Time 11P-1135P 730P-8P 7P-730P 7A-9A 11P-1135P 730P-8P 7P-730P TON SHOW NEWS TON SHOW NEWS FACE Program Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Len :30 :30 :30 :30 :30 :30 :30 :30 :30 :30 :30 09/19/2012 - 09/25/2012 \$325.00 \$750.00 Rate \$250.00 \$750.00 \$750.00 \$400.00 \$725.00 \$725.00 \$200.00 \$250.00 \$400.00 09/22-09/22 09/22-09/23 09/24-09/25 09/24-09/24 09/19-09/21 09/22-09/22 09/19-09/21 09/20-09/20 09/24-09/25 09/19-09/21 Dates 09/24-09/25 Н ட N Н <u>_</u> N w N w ω N Spots/Week Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# Rep Firm ₩ of Н Н ш ш Н \vdash щ) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 Total Spots -N N ω \vdash 1 N ω ω \$1,450.00 \$325.00 \$500.00 \$750.00 \$750.00 \$750.00 \$1,200.00 \$2,175.00 Total Cost \$200.00 \$1,500.00 \$800.00 Daypart

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Showing Buylines: All Lines	Traffic Order# 104401 Last Received:	
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ဌ Fax# Buyer Phone# Advertiser Station Estimate# Product 54 53 52 51 50 49 4<u>.</u>8 47 4. O ı<u>4</u> 5 44 Ľ, KSNV-TV LAS VEGAS, NV.
ser () .HELLER FOR SENATE
HELLER FOR SENATE NEIL WILLIAMS DS S SU US SU DS Day SU SA SA SA ΚS Buyline Comment: POSTGAME Buyline Comment: SNF Buyline Comment: NEWS Buyline Comment: Buyline Comment: Buyline Comment: MTP Buyline Comment: SUN TODAY Buyline Comment: NEWS Buyline Comment: Buyline Comment: NEWS Buyline Comment: NEWS 515P-830P 8A-9A Time 8P-9P 930A-10A 9A-930A 7A-8A 6A-7A 1130P-1A 630P-730P 5P-630P 9A-930A NEWS SNL S C Program Agency Hiatus Weeks Agency C/P1/P2/E Flight Dates () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 :30 :30 :30 :30 :30 :30 :30 :30 :30 :30 :30 Len 09/19/2012 - 09/25/2012 \$6,500.00 \$250.00 Rate \$8,000.00 \$250.00 \$3,000.00 \$625.00 \$185.00 \$750.00 \$350.00 \$350.00 \$275.00 09/23-09/23 09/23-09/23 09/23-09/23 09/23-09/23 09/23-09/23 09/23-09/23 09/23-09/23 09/22-09/22 09/22-09/22 09/22-09/22 09/22-09/22 Dates ш \vdash ш \vdash N Spots/Week Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# ₩**00**ks μ. ш \vdash μ) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 Н ш د۔ا Н \vdash N Total Spots \vdash \$250.00 \$6,500.00 \$8,000.00 \$3,000.00 \$625.00 \$185.00 \$275.00 Total Cost \$250.00 \$750.00 \$350.00 \$700.00

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Station KSNV-TV LAS VEGAS, NV. Advertiser ().HELLER FOR SENATE Product HELLER FOR SENATE Extraste#	Rep Order# 68 EC'd Yes
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Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E	Traffic Order# 104401 Prin Last Received: 07/ Showing Buylines: All Lines
Re Sal	Printed red: 07/12/ s: All Lines
Rep Firm Sales Office (Salesperson (Printed: 07/18/2012 10:25 AM 07/12/2012 4:04 PM II Lines
) PHILADELPHIA) AMY MCCREARY)12 10:25 AM

6 of

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TTFax# Buyer Phone# ម ម Ë NEIL WILLIAMS Day US Buyline Comment: SPORTS NIGHT Time 1130P-12A Program Flight Dates Hiatus Weeks :30 Len 09/19/2012 - 09/25/2012 Rate \$200.00 09/23-09/23 Dates Spots/Week # of Weeks Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845 Total Spots Total Cost \$200.00

Daypart

-REPORT TOTALS-

Report Totals: 116 / \$62,510.00

-SALES MONTHLY TOTALS-

Sep 12:

116 / \$62,510.00

Sales Totals: 116 / \$62,510.00 Station Totals: 116 / \$62,510.00

NEW ORDER —COMPETITIVE COMMENTS— Lines not sent/rcld/rtrn: 0 / \$0.00 -COMPETITIVE-Market Totals \$215,552 CATV XXXX KINV % % % KTUD KBLR % % H O KVCW KINC % % % KLAS KVMY 6/0 |-1 26% KSNV KVVU

2 2 %

EST SHARES

Books NOV12 Demos RA35+

- CREDIT RISK -

CASH IN ADVANCE